

# ***Illinois LDC – Energy Efficiency Programs***

*Illinois Commerce Commission 2017-2018 Winter Preparedness Policy Session*

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## Discussion Topics

- Winter Preparedness for Our Customers
- Marketing and Communication Strategies
- Energy Efficiency Delivery Partners – Value-add to Customers

## New World of Energy Efficiency in Illinois

- Consolidation of Energy Efficiency under Single Utility Portfolio
  - Serve all customer segments including:
    - Low-income or income-eligible/qualified
    - Public sector

# Winter Preparedness for Customers

## Rebates

Furnaces  
Boilers  
Thermostats

Attic/wall  
insulation and  
air sealing

## Assessments

Walk-through  
of property

Report listing  
next steps to  
save energy

## Free products

DIY kits of  
energy-  
saving  
products

Installed for  
free during  
assessments

# Winter Preparedness for Customers



## Income qualified Weatherization

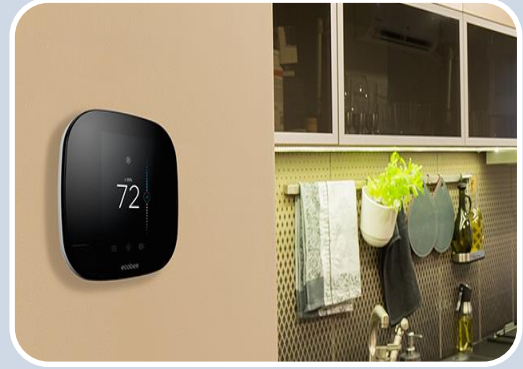
Free weatherization and energy-efficient products



## On-bill Financing

Gateway to Energy Efficiency Program

Makes energy-efficient improvements more accessible



## Smart Thermostats

To participate:

- Rebates
- Assessments

# Customer Outreach and Communication



**Mass Media Campaigns** (Multi-media including radio, television, print, social media and digital)



**Program-Specific Campaigns** (Targeting specific homeowners, large and small businesses)



**Customer Communications** (Email blasts, bill inserts, newsletters)



**Events** (Community and industry events)



**Trade ally** trainings, newsletters and dedicated collateral (providing helpful tips to prepare their customers winter)

# Multicultural Customer Outreach

## ➤ Marketing and outreach created to target diverse communities:

- Arabic
- Bosnian
- Chinese
- Hindi

- Korean
- Polish
- Spanish

**PROYECTO GRAN AHORRADOR:  
AGREGUE AISLAMIENTO Y SELLADO  
DE FUGAS DE AIRE**

Disfrute de una casa más cálida en el invierno y más fresca en el verano con la instalación de sistemas de aislamiento y sellado de fugas de aire.

Obtenga un reembolso si instala aislamiento en el ático y sellado de fugas de aire.

Obtenga más información sobre este y otros reembolsos en [peoplesgasrebates.com](http://peoplesgasrebates.com).

**RECIBA PRODUCTOS GRATUITOS PARA  
AHORRAR ENERGÍA**

Lláme al 844-367-5867 hoy mismo para solicitar una cita y instalar **GRATIS** estos elementos para ahorrar energía:

- 68° TERMOSTATOS PROGRAMABLE\*
- REGADERAS DE BAÑO
- AIREADORES DE GRIFO
- ASLAMIENTO DE TUBERÍAS
- ¡LAS BOMBILLAS LED Y MÁS!

\*Los termostatos inteligentes con descuento también están disponibles. Llame al 844-367-5867 para obtener más información.

**SARADJUJTE  
SA NAŠIM SARADNICIMA**

Saradnja sa kvalifikovanim lokalnim snabdjevačima, veletrovcima, ili kontraktorima vam može pomoći da maksimalno iskoristite pogodnosti iz programa **EnergyAdvantage®**. Ušedit ćete novac kod nabavke klima uređaja, kućanskih aparata, rasvjele i uz to - štediti na svakom računu za potrošnju energije još mnogo godina. Moć je u vašim rukama.

**MidAmerican ENERGY**  
OBSESSIVELY. RELENTLESSLY. AT YOUR SERVICE.

**save some green.**

800-894-9599 [www.midamericanenergy.com/ee](http://www.midamericanenergy.com/ee)

**THE POWER TO  
save some green.**

**7 DEJE ENTRAR LA LUZ**  
Deje abiertas las cortinas, persianas y pantoflas en los días soleados de invierno, en especial en las ventanas del lado sur de su casa, y déjelos cerradas en los días calientes y soleados del verano. Las cortinas cerradas también sirven como aislantes.

**8 APÁGUELOS**  
Utilice los extractores de la cocina y el baño sólo cuando sea necesario. Recuerde que la humedad al cocinar y al bañarse ayuda a humidificar su casa, con lo cual se hace más cómodo en invierno.

**9 MANTÉNGALOS DESPEJADOS**  
Asegúrese de que las rejillas de ventilación y los radiadores no estén bloqueados por muebles, tapetes, cortinas u otros objetos de su casa. Además, asegúrese de aspirar o sacar con regularidad las rejillas o los radiadores.

**10 MANTÉNGALO EN BUEN ESTADO**  
Haga que su sistema de calefacción reciba mantenimiento una vez al año para que funcione de manera apropiada y eficiente. Cambie los filtros de la caldera con regularidad; los filtros sucios hacen que el sistema tenga que trabajar más y use más energía de la necesaria.

**CONSEJOS PARA REDUCIR  
EL CONSUMO DE ENERGÍA**

**MidAmerican ENERGY**  
OBSESSIVELY. RELENTLESSLY. AT YOUR SERVICE.

MidAmerican Energy puede ayudarle a reducir el consumo de energía en su hogar. Si desea obtener más información sobre los programas EnergyAdvantage® de MidAmerican, llame al 888-427-5632 o visite la página [www.midamericanenergy.com/ee](http://www.midamericanenergy.com/ee).

888-427-5632  
[www.MIDAMERICANENERGY.com](http://www.MIDAMERICANENERGY.com)



# Customer Outreach and Communication

## Billboards

### Prepare for winter Get a furnace check-up

energySMART  
A Nicor Gas program

nicorgasrebates.com



### Get comfortable and start saving with a furnace tune-up

energySMART  
A Nicor Gas program

nicorgasrebates.com

## Email Blast

**PEOPLES GAS**  
NATURAL GAS SAVINGS PROGRAM  
SMOOTH TOWN. SAFE TOWN.

### Jumpstart your energy savings with a new smart thermostat!

Keep your home the perfect temperature year round with a smart thermostat.

You can get a discounted ENERGY STAR® certified smart thermostat through the **Peoples Gas Home Energy Jumpstart** offering, along with a free personalized energy assessment and other great free products. Installation is free and you can be one of the first on your block to have this cutting-edge technology.

**Key Features:**

- Connects to your smartphone for better control of your home comfort
- Compatible with Amazon's Alexa Voice Service
- Discounted less than retail value

Free products may be available during your appointment. These may include WaterSense® certified showerheads, faucet aerators, pipe insulation, LEDs

## Door Hanger

**THE HEAT IS ON**  
to lower your energy bills this winter.

Set your thermostat to 68° when you're home, and 58° when you're away.  
Adjust a little — save a lot.

**68° WHEN YOU'RE HOME**  
**58° WHEN YOU'RE AWAY**

You can save up to \$5 on winter heating costs for each degree you lower your thermostat.  
Most people don't feel the difference — except in their energy bills.

**UtilityCo**  
GET IT DONE, GET IT DONE

## Newsletters and Bill Inserts

### PREPARE FOR WINTER

One of the most effective ways to cut winter energy costs and increase your comfort is to install a new, energy-efficient natural gas furnace or heat pump. MidAmerican Energy Company has rebates that make these items more affordable.

EQUIPMENT	REBATE
Standard Gas Furnace (AFUE 95 or greater)	\$500
Air Source Heat Pumps	Up to \$1,100
Ground Source Heat Pumps	Up to \$5,300

Rebate is on a first-come, first-served basis.

Visit [www.midamericanenergy.com/oe](http://www.midamericanenergy.com/oe) for a complete list of qualifying models and rebates.

**SAVE-CERTIFIED CONTRACTOR**

The System Adjustment and Verified Efficiency (SAVE) certification assures that the professional installing or maintaining your new system is properly trained in energy-efficient installation and measurement. To receive a rebate, MidAmerican Energy requires that an HVAC SAVE-certified contractor tests and verifies your new natural gas furnace or heat pump.

To find a SAVE-certified contractor in your area, visit [www.3vscave.com](http://www.3vscave.com).

### Customer connection

inside  
Happy New Year from Peoples Gas Giving back to the community  
Warm Moments campaign  
Carbon monoxide safety  
New Year's resolution help

**PEOPLES GAS**  
NATURAL GAS DELIVERY

### Need ideas for your New Year's resolution? We can help!

If you haven't found time to make a New Year's resolution, we're here to help. Why not resolve to conserve energy this winter? By following these tips, you'll reduce your energy use and lower your natural gas bills.

**Pay attention to filters and vents.** Clean or replace filters on your heating system as needed. It's also important to clean vents, ducts and cold-air returns. Make sure registers and vents aren't blocked by furniture, carpeting or drapes.

**Use kitchens and bath fans wisely.** In just one hour, your kitchen or bathroom fans can push out a household of warm air. Use them only when needed.

**Use ceiling fans in winter, too.** Run them on the slow speed on the winter (reversed) setting to move warm air away from the ceiling. You'll feel comfortable without using more heat.

**Install a programmable thermostat.** Today's thermostats can be programmed to automatically raise and lower the temperature, based on your schedule. You may qualify for a free programmable thermostat through our Home Energy Jumpstart program. Call 844-500-5607 for more information.

**Insulate, caulk and seal.** Large or small, every home has leaks. Sealing and properly insulating these leaks will help your heating system work efficiently.

Visit [peoplesgasdelivery.com](http://peoplesgasdelivery.com) to learn more ways to manage your energy use.

### Prepare for a safe winter

As you enjoy the fall weather, make sure you're ready to heat your home safely this winter. Have your furnace inspected by a qualified technician and follow these safety steps throughout the heating season.

- Clean or replace your furnace filter as needed.
- Check your chimney flues for corrosion and make sure all vents are clear of blockages or debris.
- Keep areas around furnace and water heater clear. Do not store flammable liquids or other combustible nearby.
- Check burner flame for blue color. A yellow flame may indicate need for adjustment.

### Budget billing

When it comes to heating bills, nobody likes surprises. Make your natural gas bills more predictable this winter by enrolling in Budget Billing, which spreads your total costs over the entire year.

**Here's how it works:**

- Based on past usage at your address, we'll estimate your natural gas costs for the next 12 months and calculate a monthly payment.
- Halfway through your budget year, we may adjust your payment, based on gas prices, usage and weather, to keep your budget on track.
- After 12 months, you'll be enrolled for a new budget year, with credit or debit balances rolled into your new payment.

**Three easy ways to enroll:**

- Pay amount listed in message section of your North Shore Gas bill
- Sign up online at [northshoregasdelivery.com](http://northshoregasdelivery.com)
- Call us at 866-556-0004

### Need a new furnace or boiler?

Purchase a qualifying high-efficiency model and receive a rebate from our Home Energy Rebates program.

Learn more at [northshoregasrebates.com](http://northshoregasrebates.com)

### TAKE CONTROL OF YOUR HOME COMFORT

Looking for ways to drive down your energy costs? Get \$100 back from Ameren Illinois when you purchase and install a smart thermostat!

[AmerenIllinoisSavings.com/Smart](http://AmerenIllinoisSavings.com/Smart)

**Ameren ILLINOIS** For My Home For My Business For Contractors For Kids Energy Savings Center

Phone Strategy Savings Center

### Warm Up This Winter with These Energy-Saving Tips

From snow shoveling to shivering while keeping your home warm throughout the winter can be tough — but smart choices can have a big impact on your power bill. With these tips, you'll be ready to handle snow days, holiday parties, and everything in between like an energy-efficient expert.

**Also see...**

7 Energy-Saving Projects You Can Do in 5 Minutes or Less

Not every dollar-saving energy help the environment. It also saves you big bucks on your energy bill. Payclose knows that turning off the lights when you leave a room can save you energy, but the savings doesn't stop there. These tips will take your energy savings even further.

[Read More](#)

### GET A \$100 REBATE FOR SMART THERMOSTATS

The average home spends about \$2,200 a year on utility bills, with about half of that going to heating and cooling. With the help of a smart thermostat, you can save up to \$100 per year in energy costs. Smart thermostats allow you to remotely manage your home's comfort level and can even learn your behaviors and preferences. For a limited time, you can receive \$100 back\* from Ameren Illinois when you purchase and install one of these devices. It's time to put yourself in the driver's seat with a smart thermostat.

Learn more and download the rebate form:  
Call 1.866.938.6919 or visit [AmerenIllinoisSavings.com/Smart](http://AmerenIllinoisSavings.com/Smart)

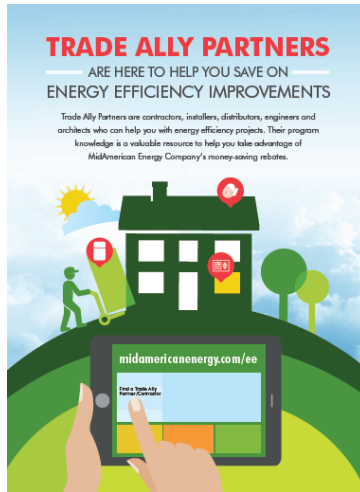
**Ameren ILLINOIS**

\*\$100 Smart thermostat must be internet enabled and have learning capability. Rebate. Ameren's primary heating source must be supplied by Ameren gas or electricity. Thermostat must be used for the entire winter. Funds are available and may be compounded at any time. Call for any restrictions on certain models availability, and eligibility details. Limit two rebates per household.



# Trade Ally Outreach and Communication

## Tools and Handouts



**energySMART**  
ANicor Gas program

### Do-it-yourself assessment

Find smart savings in your home

If you're ready to reduce energy waste and be more comfortable at home, these simple steps from energySMART, a Nicor Gas program, can help you find energy efficiency opportunities easily.

Let energySMART assist you with your energy efficiency improvements. Visit [nicorgasrebates.com/home](http://nicorgasrebates.com/home) to learn more.

#### Check outside

Walk around the outside of your home and look for potential issues.

##### Look at your roof:

Big icicles in the winter can result from the sun melting snow on your roof. But it's not just the sun—heat escaping from your home through the attic could also be the cause. To create heat loss from the attic will melt the snow in cold areas and create large icicles called ice dams. These icicles can be dangerous and damaging to your home if they break off or go into your gutters. You can prevent heat from escaping with sealing and insulation improvements.

##### Check inside

You can identify many ways you may be wasting energy inside your home.

##### Walls and floors:

Is there a spot or section of the wall or ceiling that always looks darker in the spring? This can be caused by dust settling in a cool, moist section of the wall. This happens when insulation behind the spot is missing. Cold floors and walls are a sign of air leakage and low insulation. If you need to see up a space heater or bundle up before spending time in a room, you might need to seal leaks and add insulation.

##### Bathroom:

Showerhead: Follow these steps to determine whether you should replace your showerhead.

1. Place a bucket marked in gallon increments under your shower head.
2. Turn on the shower at the normal water pressure you use.
3. Time how many seconds it takes to fill the bucket to the 1-gallon (34 fluid ounce) mark. If it takes less than 20 seconds to reach the 1-gallon mark, you could benefit from a low-flow showerhead.

##### Kitchen:

Refrigerator and freezer: Check door seals or gaskets by seeing if a dollar bill stays firmly in place when the doors are closed. If it falls out, consult the manufacturer's website for guidance on installing new seals or gaskets. For optimum energy savings, set your refrigerator temperature between 36 and 38 °F and the freezer at between 0 and 5 °F.

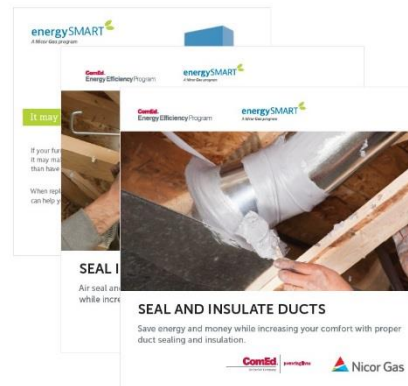


award-winning  
energy efficiency programs

[AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com)

## Understanding Air-Source Heat Pump Efficiency in Cold Climates

Dear Program Ally,



## Trade Ally Newsletters



Congratulations to Mike Carpenter from Edwards Engineering!



Mike Carpenter from Edwards Engineering is last month's "Play Ball" contest winner! Edwards Engineering is a

Registration is Now Open for the Annual Peoples Gas and North Shore Gas Trade Ally Summit!



Unable to view this email? [Click here to view online.](#)



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### Newsletter Features

Have a unique project? Go Custom!  
**Trade Ally Newsletter—Insights for Success in 2016**  
Program Insights—Find Rebate Information Fast  
Partner Corner—Making It Easier For Customers To Find You  
Energy Advantage Dashboard



Have ideas or feedback? Send us an email

### Have A Unique Project? Go Custom!

Most of you are familiar with the MidAmerican Energy rebate programs found on our website and in the program booklets. But did you know that custom rebates may be available for equipment that you don't find listed? If the equipment being installed saves energy and has a less-efficient, lower cost alternative, it may be eligible for a custom rebate through **Nonresidential Equipment Custom Systems**.

Many types of energy-saving technologies may qualify, but some common projects include:

- LED lighting, such as HID equivalent >400 watts
- Lighting redesign and daylighting controls
- Natural gas boilers larger than 300 MBtu/h

Because each project is unique, key information is required to calculate the rebate and provide preapproval. The process typically includes:

- **Preapproval application.** Includes submitting current equipment descriptions, defining the proposed upgrade, showing a less-efficient alternative, and providing project cost details. Supporting documentation is required.
- **Analysis.** MidAmerican Energy completes a technical analysis to calculate potential energy savings and to determine if the project is



### Important Upcoming Dates

**March 31, 2016**  
Residential prescriptive rebate application deadline includes A/C equipment requiring "SAVE" testing

**March 31, 2016**  
HERS rating deadline for Residential New Construction rebates

**April 2, 2016**  
Sheldon Home and Design Expo Get Information

**April 14, 2016**  
Understanding and Managing VFDs for Fan and Pump Applications The Iowa Energy Center is sponsoring a one-day training in the auditorium of the Iowa Association of Municipal Utilities building in Ankeny

# Community Outreach

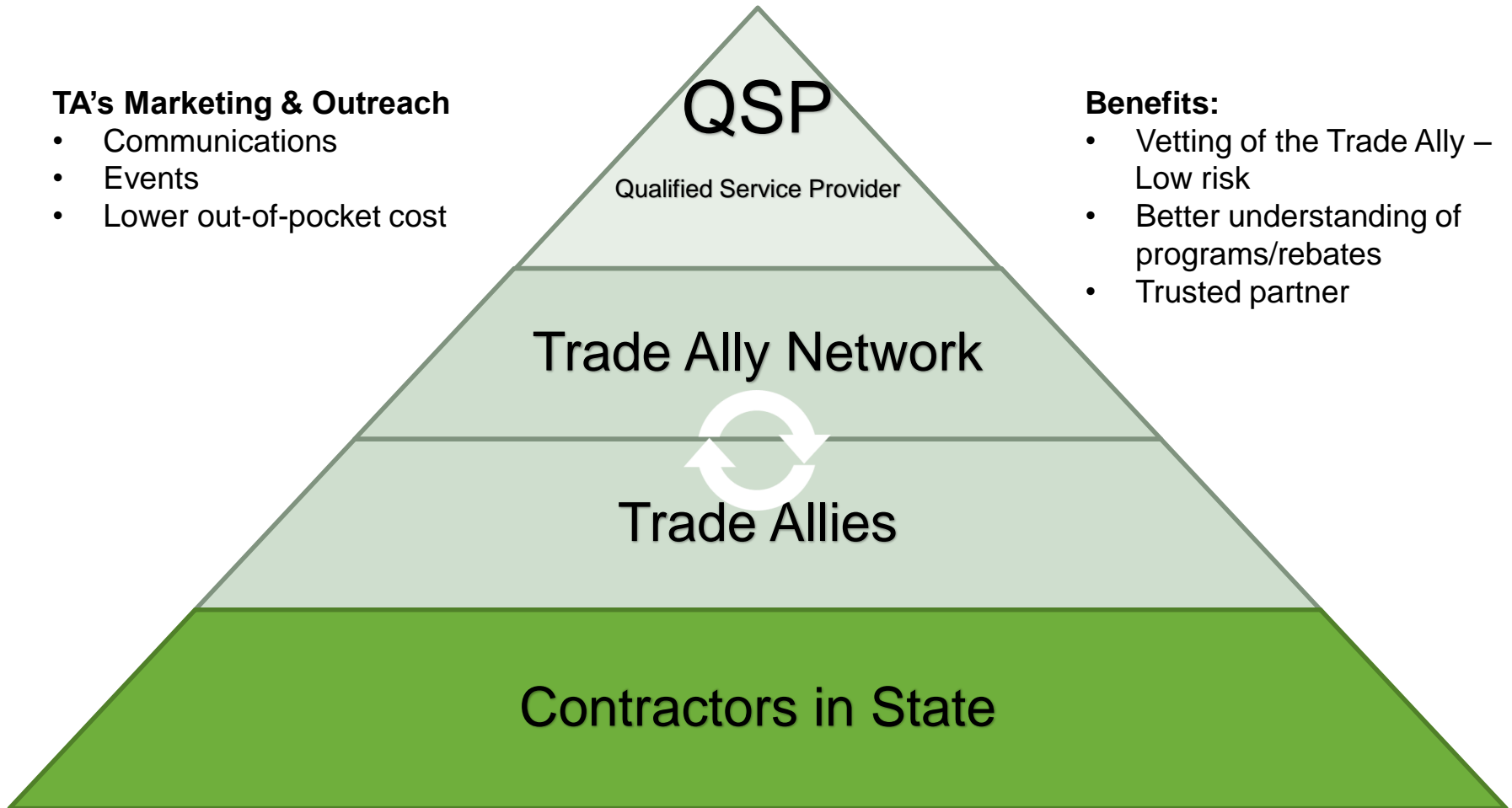
- Focus on winter preparedness during Fall/Winter community outreach and events
- Resource Fairs and Community Events



# Energy Efficiency Delivery



# Value-Add to Customers of Trade Ally Network



# Questions?